Corporate PowerPoint Guidelines

ZF Friedrichshafen AG

ZF Group
Branding, Advertising and Social Media (VCA)
12.08.2013

Introduction

The information in these guidelines is designed to support you in the creation of your presentations.

These guidelines explain the standards for presentations and specify design provisions.

All standards have been implemented with "Corporate Presenter", a PowerPoint add-on software. In the software, you will find CD-compliant templates, text formatting options, colors, visualizations, etc. which you can directly use in your presentation and adapt according to your needs.

Use Corporate Presenter – it will facilitate the creation of your presentation and save much time.

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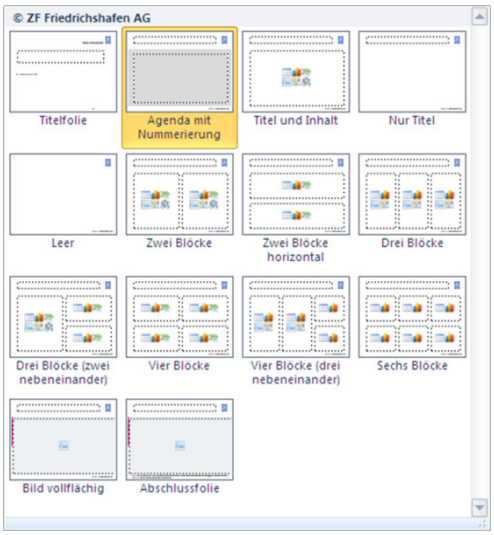
Chapter 1 Summary of Stylistic Features

Slide size	16:9 format
Slide layouts	Can be found in the Corporate Presenter under the "Insert" button → Templates



Slide transitions	'Direct' or 'Wipe from left'	
Font	Only Arial	
	Minimum font size:	10 pt within text boxes 8 pt within the footer 22 pt within the title
	Maximum font size:	18 pt within text boxes 8 pt within the footer 30 pt within the title
Font color	Black 100 %	

Colors

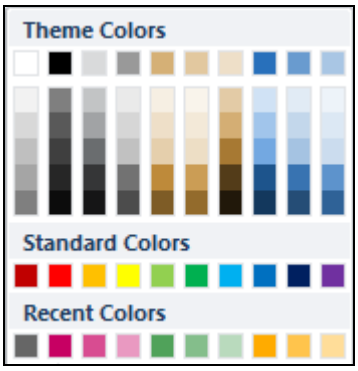
Brand colors (30%)			Additional secondary colors (< 10%)		
Color	**RGB**	**Used for**	**Color**	**RGB**	**Used for**
Black, 100%	0-0-0	Text, background	Mauve, 100%	199-0-99	Charts
Black, 60%	102-102-102	Background, arrows	Mauve, 70%	216-76-145	Charts
Black, 40%	153-153-153		Mauve, 100%	233-153-193	Charts
Black, 20%	217-218-219		Green, 100%	80-162-90	Charts
White	255-255-255	Text, background	Green, 70%	132-190-139	Charts
Beige, P465	213-176-118	Background	Green, 40%	185-218-189	Charts
Beige, 70%	226-200-159		Orange, 100%	255-171-0	Charts
Beige, 40%	238-223-200		Orange, 70%	255-196-76	Charts
Additional primary colors (10%)			Orange, 40%	255-221-153	Charts
Blue, P2935	40-112-187	Emphasis			
Blue, 70%	105-155-207	Emphasis			
Blue, 40%	169-198-228	Emphasis			

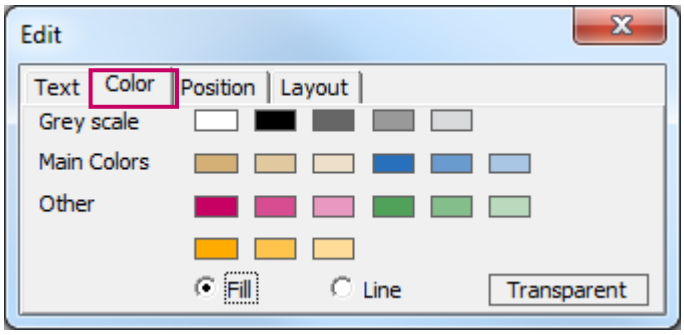
To ensure a harmonized use of colors, they should be applied in a ratio of

- black 30 %, white 30 %, beige 30 %, blue 10 %,

where possible. The colors mauve, orange, and green should be used as sporadically as possible. Mauve, orange, and green should mainly be used for the creation of charts.

The colors can be found under the "Edit" button of the Corporate Presenter. They are also integrated in the color scheme of the standard PowerPoint.





Highlighted text — Use font color 'Blue P2935 bold' or **'bold'** font

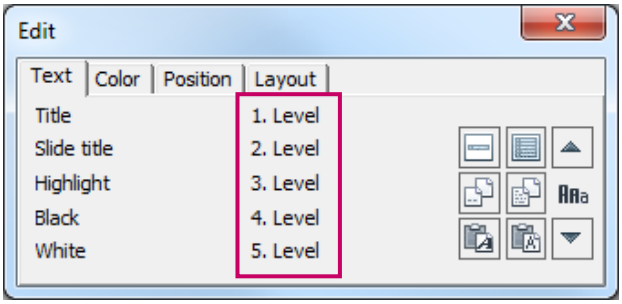
Text formatting — Permitted are 'bold', 'italics', and underlined; text shadows are not permitted

Bullets and Numbering

- Adipiscing elit. Maecenas porttitor congue massa. Fusce posuere
  - Porttitor congue massa. Fusce posuere.

Element	Format
1. Text level	No bullets
2. Text level	Bullets, square
3. Text level	Bullets, dash
4. Text level	Bullets, dash
5. Text level	Bullets, dash

Bullets and numbering can be added via the "Edit" button through selecting the different levels. This cannot be done via the familiar PowerPoint button .

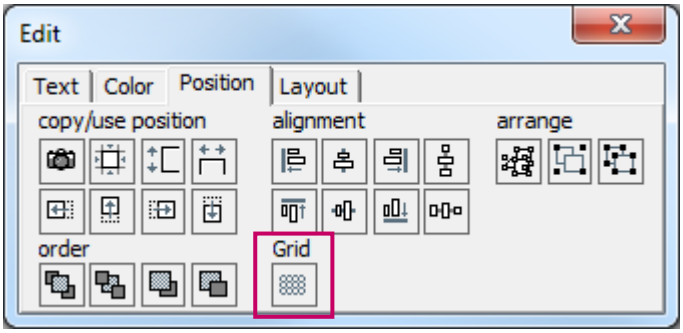


Animations	Permitted are 'Appear' and 'Fade'
Element effects	Permitted are Frame and the use of a color gradient, not permitted are shadows, 3D, and shading with a texture
Clip Art, WordArt	Not permitted
Arrows	Standard arrows are available in Corporate Presenter under the "Insert" button → "Elements"
Use of video	Permitted
Use of audio	Permitted

Chapter 2 Basic Slide Layout

Except for title and final slides, all other slides follow the basic layout shown above:

Title	Maximum 2 lines
Logo	Please leave some free space around the ZF trademark. No items must be positioned in this area. Please always observe the area shown above.
Slide content	The actual area for your representations and content. No items must be positioned outside this area.
Grid	The grid helps you to position and/or align items in the content area. The grid works like a magnet. You can display and hide the grid via the "Edit" button → "Grid".



Footer

Contains the page number and date on the left-hand side, the department code, title of presentation, and protection class in the center, and the copyright notice on the right-hand side.

Chapter 3 Presentation Structure

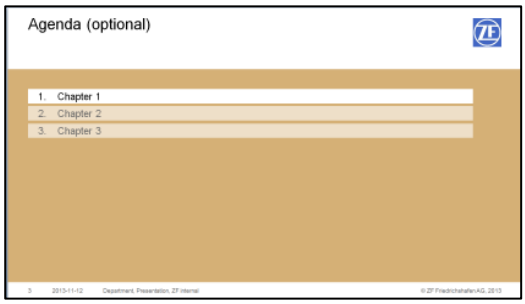
Every presentation has an identical structure which only differs in scope:

Title slide

It is compulsory to use the title slide. Every presentation in the company has a beginning.

Agenda slide (optional)

Recommendation: Helpful for structuring a presentation > 10 slides.



Chapter separation slide

If an agenda is used, each chapter starts with a chapter separation. The current chapter is highlighted in white.

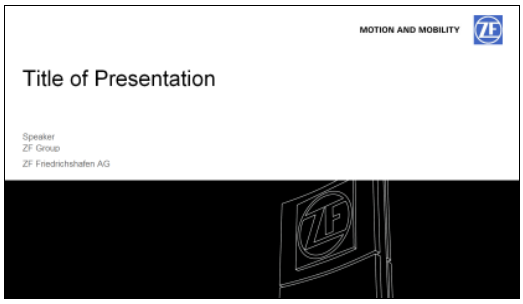
Chapter separation slide (alternatively)

If the chapters have to be explained with text, this chapter separation slide can be used.

Final slide

It is compulsory to use the final slide. Every presentation in the company has an end.

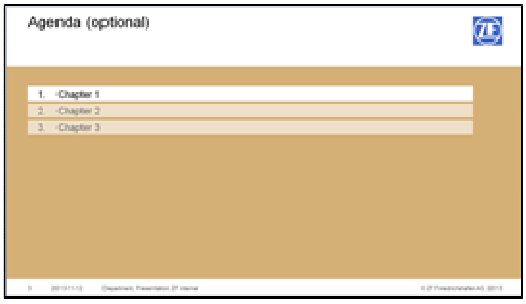
Chapter 4 Title Slide



Every presentation starts with a title slide.
Several title slides are available for every division and, partly, for the different business units.

Element	Format
Title	Arial 30 pt, black
Info block (speaker, ...)	Arial 12 pt, black

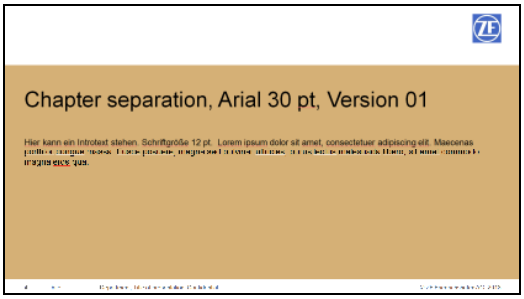
Chapter 5 Agenda / Chapter Separation Slides



The agenda can be used optionally and helps you to structure your presentation.

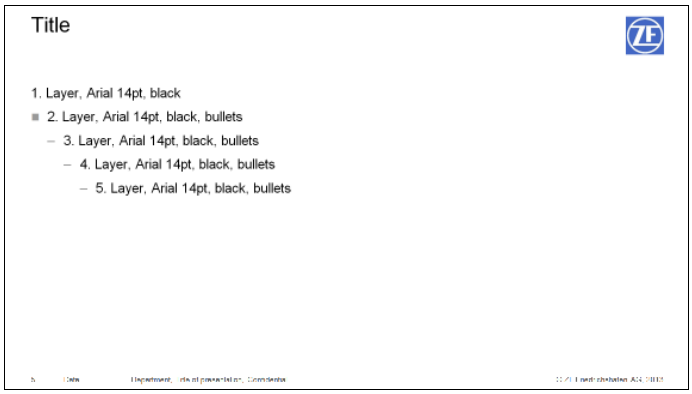
Element	Format
Title	Arial 22 pt, black
Text fields	Arial 14 pt, black

Alternatively, the following chapter separation slide can be used:



Element	Format
Title	Arial 30 pt, black
Text field	Arial 12 pt, black

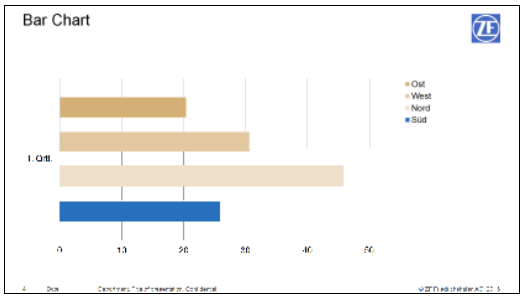
Chapter 6 Text Slides

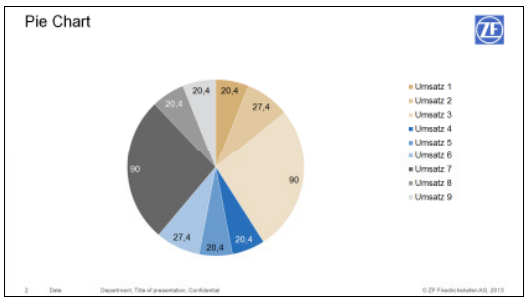

Title
1. Layer, Arial 14pt, black
2. Layer, Arial 14pt, black, bullets
3. Layer, Arial 14pt, black, bullets
4. Layer, Arial 14pt, black, bullets
5. Layer, Arial 14pt, black, bullets

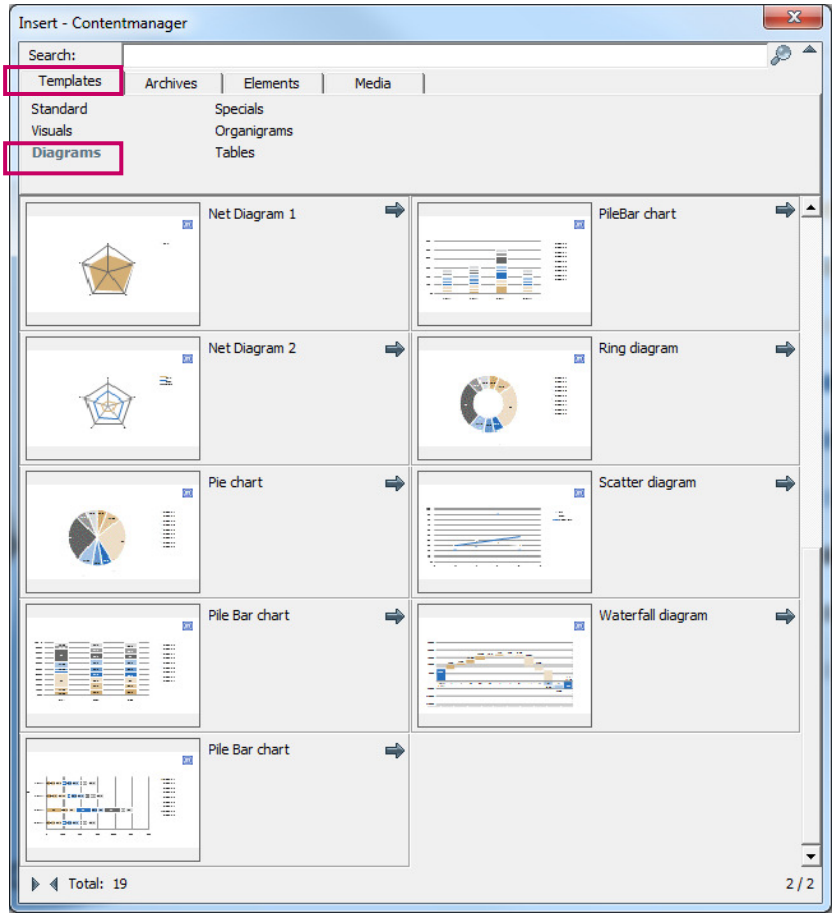
Element	Format
Title	Arial 22 pt, black
1. Text level	Arial 14 pt, black, no bullets
2. Text level	Arial 14 pt, black, bullets, square
3. Text level	Arial 14 pt, black, bullets, dash
4. Text level	Arial 14 pt, black, bullets, dash
5. Text level	Arial 14 pt, black, bullets, dash
Footnote and references	Arial 8 pt, black

Chapter 7 Charts

You will find various chart templates in Corporate Presenter.







Color sequence

For charts, first use the brand colors in the following sequence:

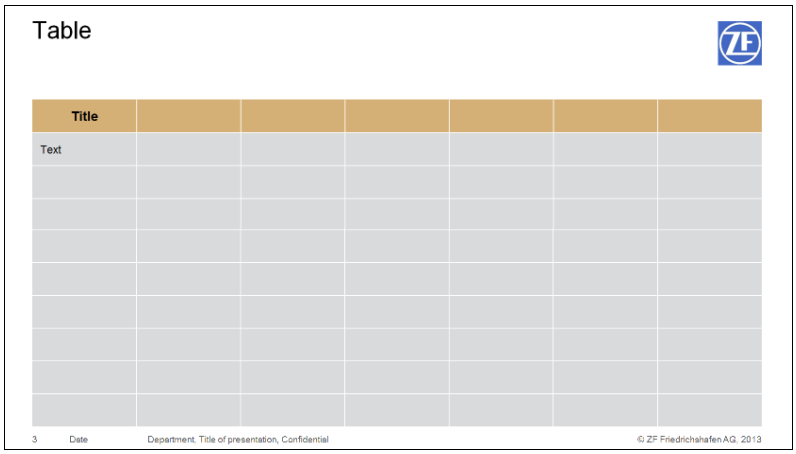
Beige, P465	Beige, 70%	Beige, 40%	Blue, P2935	Blue, 70%	Blue, 40%	Black, 60%
Black, 40%	Black, 20%					

If these colors do not suffice, the additional colors can be used.

Statistical series	Without frame
Auxiliary line	Only ever for the main lines of the value axis
Legend	Always to the right of the chart

Element	Format
Axis label	Arial 12 pt, black
Data points	Arial 12 pt, black
Legend	Arial 12 pt, black, square

Chapter 8 Tables

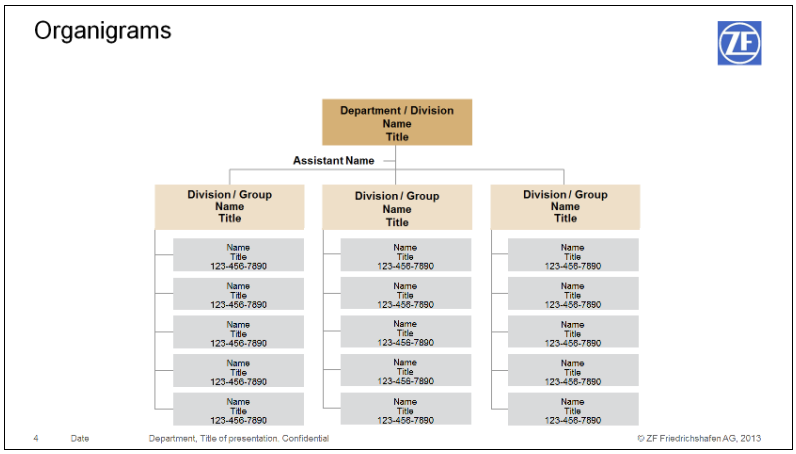


Outer frame None

Inner frame White, width 3 pt

Element	Format
Title line	Arial 12 pt, black
Table contents	Arial 10 pt, black

Chapter 9 Organizational Charts



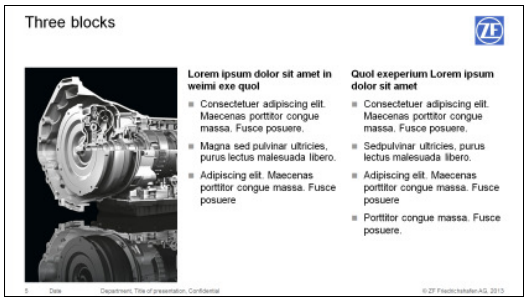
Boxes No frame

Lines Color black 40 % (RGB 153-153-153)

Element	Format
1. Level	Arial 16 pt, black, bold
2. Level	Arial 14 pt, black, bold
3. and, if applicable, further levels	Arial 14 pt, black, bold

Chapter 10 Other Slide Layouts

Two blocks (horizontal)
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.
Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.


Three blocks
Lorem ipsum dolor sit amet in weimi exe quol
Consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.
Magna sed pulvinar ultricies, purus lectus malesuada libero.
Adipiscing elit. Maecenas porttitor congue massa. Fusce posuere
Quol exeperium Lorem ipsum dolor sit amet
Consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.
Sedpulvinar ultricies, purus lectus malesuada libero.
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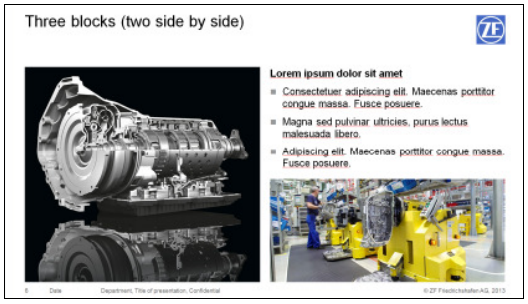
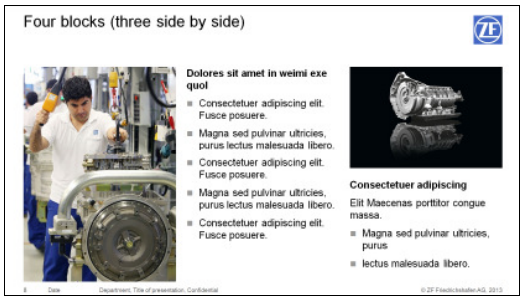
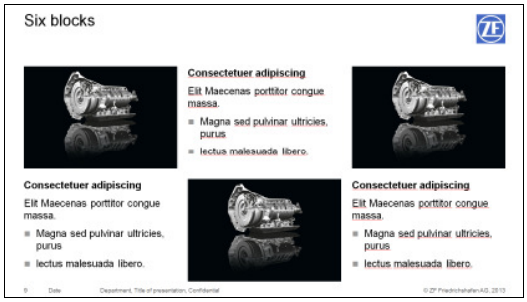
Porttitor congue massa. Fusce posuere.


Three blocks (two side by side)
Lorem ipsum dolor sit amet
Consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.
Magna sed pulvinar ultricies, purus lectus malesuada libero.
Adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.

Four blocks
Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus:
Pellentesque habitant morbi tristique senectus et netus.
Et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus et netus.
Purus lectus malesuada libero si in weimei lorePellentesque habitant morbi tristique senectus et netust:
Pellentesque habitant morbi tristique senectus et netus.
Et malesuada fames ac turpis egestas.

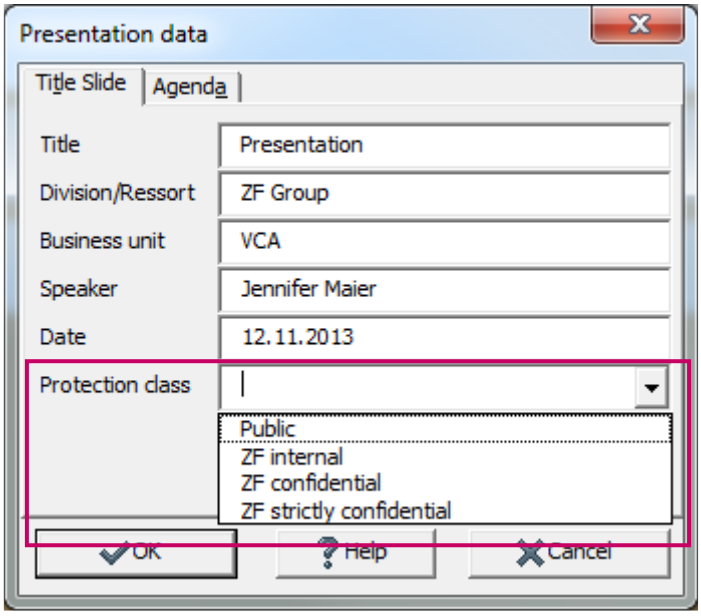

Four blocks (three side by side)
Dolores sit amet in weimi exe quol
Consectetuer adipiscing elit. Fusce posuere.
Magna sed pulvinar ultricies, purus lectus malesuada libero.
Consectetuer adipiscing elit. Fusce posuere.
Magna sed pulvinar ultricies, purus lectus malesuada libero.
Consectetuer adipiscing elit. Fusce posuere.
Consectetuer adipiscing
Elit Maecenas porttitor congue massa.
Magna sed pulvinar ultricies, purus
lectus malesuada libero.



The text fields of the slide layouts are aligned strictly according to the grid.
It is possible to vary between picture boxes and text boxes. The pictures are inserted in the layouts as placeholders. Also, the text fields contain dummy text that must be deleted before editing the slide.

Element	Format
Title	Arial 22 pt, black
Text field	Arial 14 pt, black

Chapter 11 Protection Classes of Confidentiality



Public: Information released by the public relation (department).

ZF internal: Disclosure of information to unauthorized persons does not harm the company ot only to a minor extent.

- Disclosure of information is determined by business needs.
- No other restrictions
- Only 'public' or 'internal' information may be published on the Intranet

ZF confidential: Disclosure of information to unauthorized persons can harm the company.

- Marked as 'ZF confidential'
- Disclosure is limited to a named group of persons if there are business requirements.
- A non-disclosure agreement or legal requirements are needed before passing on information to third parties.
- Electronic transmission must be encrypted (if technically available) and physical transport must take place in a sealed and personally addressed envelope.
- Confidential information, e.g. on paper, needs to be stored in a secured area and must be indecipherably destroyed (e.g. with paper shredder).

ZF strictly confidential: Disclosure of information to unauthorized persons can severly harm the company.

- Marked as 'ZF strictly confidential'

- Disclosure is limited to the named persons on the distribution list. Only the owner may disclose this information.
- A non-disclosure agreement or legal requirements are needed before passing on information to third parties.
- Strictly confidential information must be saved on encrypted storage media. On paper, it needs to be stored in a document safe and after use, it has to be indecipherably destroyed.
- It is obligatory that electronic transmission is encrypted and physical transport is performed by a certified courier service.

Chapter 12 Ten Rules for Creating ZF Presentations

To ensure an optimum and standardized presentation at Group-wide events, presentations, and conferences, we kindly ask you to consider the following when preparing your PowerPoint presentation:

1. All presentations start with a title slide and end with a final slide.
2. Do not change or conceal any fixed design elements (ZF trademark, title, footer).
3. Exclusively use "Arial" as font. If possible, do not use a font size below 12 pt on content pages.
4. Do not change the position of the title, i.e. it starts on the same vertical axis as the presentation title and the footer.
5. The content field is predefined and may only be changed in exceptional cases.
6. Use the preset ZF colors (cf. fillers). Make sure that the combination is legible. Example: Do not use black writing on a blue background.
7. Only modestly use effects like animations and overlays.
8. Reduce slide contents to the essential – less is more.
9. Illustrate graphics, tables, and charts in ZF design.
10. Use the slide layouts offered.

Chapter 13 DOs and DON'Ts

DOs

Short and crisp. Less is more. Reduce slide contents to the essential.

Use the "notes function": You always see your notes during the presentation and do not have to include unnecessary content on the corresponding slide.

Use bullets and numbering instead of writing reams.

Does the title match the slide content?

Use the design check and the spell check prior to each presentation.

Less is more. Use short messages instead of long sentences. Better distribute complex and comprehensive content on several slides.

Use consistent terms and a standardized graphic style within your presentation.

DON'Ts

Avoid "cluttered" slides with too much text or graphics. If possible, keep graphics simple and 2-dimensional.

Avoid unnecessary effects and animations. Use as few elements as possible to create a clearly structured slide.

Avoid the use of very long sentences. Better distribute complex and comprehensive content on several slides and use short messages for emphasis.

Further Information

Corporate Presenter User Manual / Quickguide

Interactive support for working with Corporate Presenter

First steps with Corporate Presenter

Corporate Guidelines for PowerPoint